

## Summary

I'm an industrial designer who thrives on creative problem-solving, with a relentless drive for innovation and a deep passion for sustainable, user-centered solutions. With a Master's in Integrated Product Design from Brunel University and a diverse portfolio, I have spearheaded impactful projects, From Paediatric medicine delivery system for a brief by GSK to innovative flatpackable furniture for lifestyle brands. As a resilient imaginative creative problem solver. I excel in 3D form generation, experience crafting and agile methodologies. I am committed to pushing the boundaries of design to create transformative, client-focused solutions that address real-world challenges.

## Experience

### **EDT** - Industrial Designer, Home Appliances.

June 2025 - Present (Contract), Bangalore, India (Remote)

- Contributed to the industrial design & CMF strategy of the upcoming Air Fryer category, focusing on ergonomic form, cohesive aesthetics, and manufacturability for large-scale production.
- Designed and developed Human-Machine Interfaces for the pilot launch of the home appliance category, creating intuitive user-friendly controls for the Kettle and Air Fryer, and refining Information architecture, UI icons, and interaction flows in collaboration with cross-functional engineering teams to ensure seamless integration with product hardware and brand guidelines.
- Liaised with the sourcing department and manufacturing partners in China to coordinate sampling, techpacks, evaluate prototypes, manufacturing/assembly snag resolving and refine product specifications prior to production.
- Designed packaging solutions focusing on out-of-box experiences (OOBE), structural design, and sustainability.

### **F.r.a** - Technical Designer, Wayfinding Design & Strategy

February 2025 - April 2025, London, England ,UK

- I supported the development of wayfinding, placemaking, and branded environmental elements through iterative prototyping, material testing, and component detailing, bringing a hands-on, user-centred approach to environmental and experiential design.
- Leveraging my product design background, I translated conceptual design ideas into precise technical drawings and specifications that align with architectural and spatial constraints, ensuring creative intent is preserved while meeting fabrication and installation requirements.
- Worked closely with designers, architects, and fabricators to integrate brand and wayfinding strategies into the built environment. Contributed to high-profile commercial projects of client such as Braintree (Landsec), Battersea Power Station, and Mayo Clinic , applying a product designer's perspective on form, function, and user interaction across diverse spatial contexts.

### **Dream Deadline Works** - Freelance Industrial Designer, Product Design-

December 2023 - Present, London, England ,UK

- Successfully acquired and managed freelance visualization projects for life style products to NGO's delivering high-quality visual content to clients and achieving 100% client satisfaction.
- Leading an ongoing furniture design project & CMF consulting for an upcoming brand "House of Sach" from concept to manufacturing, focusing on sustainable materials and Bespoke design for play and flat packing.
- Collaborating with manufacturers to ensure design feasibility and production efficiency, resulting in reduction in production costs.

# **GSK - Paediatric Solid Dose Delivery System Master's Dissertation Project**

January 2023- August 2023, Brunel University, London, UK

- Designed an innovative paediatric medicine delivery solution using service design and systems thinking to map the entire medication journey, improving adherence and accountability while addressing local stigmatization and restoring confidence among affected communities.
- Investigated medication challenges in economically disadvantaged regions, affecting over 3,70,000 children in sub-Saharan Africa.
- Prioritized sustainability, and proposed a solution reducing production to supply Carbon footprint by 20%. (Life cycle assessment).
- Iterative testing and observation played a crucial role in refining the final concept, ensuring it addressed multiple underlying issues such as adherence, stigmatization, and compliance in the treatment of antiretroviral therapy for paediatrics.

## **After Concepts Engineering - Junior Industrial Designer**

January 2022 - August 2022, New Delhi, India

- Deployed design thinking methodologies to seamlessly integrate technical specifications from Engineering into compelling marketing collateral, enhancing cross-functional communication between departments in the company.
- Applied user experience design principles to create intuitive visual representations of complex engineering and manufacturing processes, facilitating easier comprehension for stakeholders and clients.
- Utilized agile methodologies, reducing project delivery times by 15% to adapt quickly to evolving project requirements, ensuring efficient collaboration and timely delivery of design solutions across diverse projects from visualisation for NASA to Industrial Design for Med-tech.
- Led the design and development of AfterConcepts' portfolio website, managing content cataloguing, information architecture, and end-to-end UI/UX design to enhance user experience and showcase the company's project capabilities.

## **Education**

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### **Brunel University**

Msc. Integrated Product Design

Graduated - 2023

London, England, UK

- Modules: Human Factors in Design | Professional Design | Design Thinking | Conceptual Design | Aesthetic Awareness | Strategic planning
- Royal Society of Arts Project, "ALT GRID - Powering People". Shortlisted for Achievement Award.
- Industry Collaboration Project on E-bikes & Sleep wellbeing with V-Group & Roberts.
- Dissertation Project with GSK: Paediatric Solid Dose Delivery (ODT)

## **Skills**

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|---------------------------------------|---|
| • Cross-functional Project Management | • Supplier & Manufacturer Collaboration |
| • User Experience Design              | • CMF Development                       |
| • UX Research                         | • Life Cycle Assessment                 |
| • Ethnography                         | • Hand Sketching                        |
| • Keyshot                             | • Rapid Prototyping                     |
| • Solidworks                          | • Packaging Design                      |
| • Adobe Creative suite                | • Sketchup                              |
|                                       | • Physical Modelmaking                  |
|                                       | • Technical Design Documentation        |
|                                       | • Figma                                 |
|                                       | • Prompt Engineering                    |

## **Design Portfolio**

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Web Portfolio

<https://www.vinayaksyam.com/>

Linkedin

<https://www.linkedin.com/in/vinayak-syam-75437715b/>